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Education Lottery Message Drumming Up Support

RALEIGH- Several North Carolinians will be marching into living rooms all across the state in a television commercial advertising the launch of the North Carolina Education Lottery (NCEL). Members of Carolina Crown, a performance band, and some cheerleaders are featured in the commercial set to hit the airwaves next week.

"The advertising agency came up with the creative of the school marching band, which we thought was appropriate since 100% of the net proceeds from the lottery will benefit education," said Tom Shaheen, executive director. "The commercials are designed to be fun, but also make clear who the winner is and that's the young people in North Carolina's schools."

Carolina Crown is a non-profit organization with 89 active members, some of which are North Carolina residents. About 30 of the band members participated in the filming of the commercial as did several cheerleaders from North Carolina.

"I'm really excited about being part of the process. I've seen how other states have improved their education system through the lottery; it can benefit our state immensely," said Andrei Robinson, former North Carolina A&T cheerleader.

"I think (the lottery) is for a really good cause. People have a good reason to buy a lottery ticket, knowing they're supporting education," added Michael Larkin, University of North Carolina at Greensboro sophomore.

The NCEL will transfer 100% of the net proceeds from ticket sales to the state lottery fund for education. The proceeds will be used to fund pre-kindergarten programs for at-risk four year olds, class size reduction, school construction, and provide college scholarships to need-based individuals.

The television commercial, produced at the direction of Wray Ward Laseter, will start running March 27 along with several radio spots. They will be seen and heard all across the state to remind people that the Education Lottery will launch March 30.

For additional information about the N.C. Education Lottery, visit its website at www.lottery.nc.gov, or call 919/715-6886 (71-LOTTO).

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